

select
meat
at Lucky!

JOHN
and
MOKEY
Pork

Wonderful old-fashioned Hickory Smoked flavor...
Tender, fine-textured Hams that are really delicious from
selected Eastern Pork... Finest Ham you've ever tasted
a meal favorite—and so-o-o economical.

35¢
lb.

JOHN HAM Farmer John or Ol' Smokey... lb. 45¢
RICOT HAM SLICES lb. 79¢
PORK HALF HAM lb. 45¢
NEEVE Lean Blend lb. 43¢
RIBS Eastern lb. 39¢
ROAST Lucky Bonded & USDA Choice lb. 89¢
EAT Short Cut Lucky Bonded & USDA Choice lb. 95¢
ET STEAK Lucky Bonded & USDA Choice lb. \$1.69
TUBE STEAK lb. 98¢
IRLOIN STEAK Boneless lb. \$1.49

Nylon
SALE!

... 79¢ Value
33¢
Pr.

VALENTINES

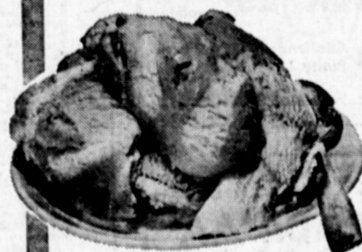
Say "I Love You" with Lucky's large variety of Valentine
Cards for Boys and Girls.

Reg. 39¢ Pkg. of 32 Only 28¢

CHIC-E PET FOOD 2 for 29¢
All Chicken 6-oz. Can

ZEE PAPER TOWELS 225 Ct. Roll 29¢
ZEE SANDWICH BAGS 75 Ct. Pkg. 2 for 37¢
CHIFFON TOILET TISSUE 2 Pk. Pkg. 25¢
NINE LIVES CAT FOOD 6-oz. Can 2 for 29¢
PAINDROPS 24-oz. Pkg. 29¢
LIPTON TEA 4-oz. Pkg. 45¢
WISHBONE ITALIAN DRESSING 8-oz. Bottle 39¢
BAKER BOY CONFECTION ROLL 49¢

"WEEK-END" SPECIALS
GOOD 7-FULL DAYS!



NEW LUCKY DETERGENT
Low Suds 20 lb. Box 2.49

This is a new detergent for automatic washers... You'll love it! Amazing "Get Acquainted" Bargain. You Save up to \$2.00 on comparable brands at this low price.

SWIFT'NING
Shortening 3 lb. Can 59¢

A wonderful shortening... at Lucky's low, low price!

LUCKY
Mayonnaise 24-oz. Jar 35¢

A terrific bargain on top quality smooth-spreading mayonnaise.

HILLS BROS.
Coffee 2 lb. Can \$1.13 57¢

... All Grinds at another Lucky fabulous bargain.

CHERRY CHERIE
Ice Cream 1/2 Gallon 59¢

Foremost Premium Quality! Exciting New Flavor... More Varieties!

BANQUET FROZEN
Dinners 11-oz. Pk. 39¢

Chicken—Turkey or Chopped Beef... Fresh-Frozen—Big Savings!

CHUNK TUNA 6 1/2-oz. Can 4 for 89¢
ORANGE JUICE 6-oz. Can 5 for \$1
WONG'S DINNERS 11-oz. Pkg. 49¢
Fried Shrimp, Spareribs, Sukiyaki and Cantonese.
PORK & BEANS 2 1/2 Can 5 for \$1
Van Camp
CUT GREEN BEANS 303 Can 9 for \$1
White Side Farms
NIBLETS CORN 12-oz. Can 6 for \$1
Whole Kernel
PEAS 303 Can 5 for \$1
Green Giant
INSTANT POTATOES 8 Servings, Pkg. 29¢
Borden
TOMATO JUICE 46-oz. Can 29¢
Glorietta
CATSUP 14-oz. Bottle 17¢
Del Monte

MORE LUCKY SAVINGS!

KARO CORN SYRUP 24-oz. Bottle 25¢
Blue Label
BEEF STEW 15-oz. Can 3 for \$1
Nalley's
CHILI WITH BEANS 15 1/2-oz. Can 29¢
Dennison's
BEEF TAMALES 8-Ct. Pkg. 79¢
Red's Frozen
ZEE PAPER NAPKINS 2 for 21¢
3 Ct. Pkg.
TREE TEA BAGS 48 Ct. Pkg. 59¢
LIPTON SOUP MIX 2-Pak Carton 27¢
Chicken Noodle... Price Includes 4c off!

BARTLETT PEARS 2 1/2 Can 4 for \$1
Pacilio Gold
PEACHES 2 1/2 Can 5 for \$1
Calif. Elberta
PLUMS 2 1/2 Can 5 for \$1
Ranch House
GRAPEFRUIT SECTIONS 303 Can 6 for \$1
Borde
THIN FLAKE CRACKERS 27¢
Pacilio Pound Box
GRAPE JAM 20-oz. Jar 39¢
Mary Ellen
PEANUT BUTTER 16-oz. Jar 49¢
Bell Brand
CREAM OF WHEAT 28-oz. Box 39¢
WESTON COOKIES 13-oz. Pkg. 43¢
Royal Mallos
CAKE MIX 19-oz. Pkg. 3 for \$1
Duncan Hines
White, Yellow, Devils Food, Lemon... Price Incl. 4c Off

SPECIAL BARGAINS!

NUCOA 25¢
Pound Pkg.
BLEACH 39¢
Clorox 1 Gal. Bottle
WAX PAPER 17¢
Kitchen Charm 100-ft. Roll
FOIL 29¢
Kaiser 25-ft. Roll
FACIAL TISSUE 4 for \$1
Scotties 400 Ct. Box
PICKLES 35¢
Foodcraft—Fresh Kosher Style Dills 25-oz. Jar
BLACK PEPPER 37¢
Schilling 4-oz. Can

Prices Effective — Seven Days
Thursday thru Wednesday, Feb. 8-14
Sales Tax added to taxable items.

Lucky Hiram's
STORES HOME CENTERS
PENINSULA SHOPPING CENTER—Hawthorne at Silver Spur, Rolling Hills
REDONDO BEACH—Pacific Coast Hwy., S. Redondo
HERMOSA BEACH—Pacific Coast Hwy. & Gould Lane
TORRENCE—Crenshaw & Torrance
WEST TORRENCE—Sepulveda Blvd. at Hawthorne
LOMITA—Western at Lomita
LENNOX—Prairie & Lennox
INGLEWOOD—La Brea & Hardy

Service Stations Bid for Business

By REYNOLDS KNIGHT
Retail gasoline companies, which have been beset by chronic price wars and resulting profit squeezes for the past few years, have recently uncapped a series of new tactics to lure consumers to the pumps.

The latest sales enticements include the introduction of several new grades of gasoline, and the revamping of service station "images." Among the new-grade entries are lower-quality, lower-price blends designed to out-price competition and cut into the growing non-brand gas market. Intermediate grades and special blends have also been developed. Super-premium grade gas has waned in sales since the de-emphasis of high-compression engines and has been junked by at least two major companies.

ON THE WEST Coast, some service stations have been renovated into "super-markets" where gasoline buyers can purchase food, souvenirs, travel insurance, and sundries as well as standard auto accessories. Several companies, rather than lower prices, offer premium gifts through service stations; others hold special dealer training courses to improve the customer-relations stature of the stations.

The changes taking place at the retailing level underscore the fierce battle for consumer dollars that has been building within the industry for several years. And unless a truce is declared, say several industry spokesmen, the only winner will be the consumer.

NAME GAME — Many expanding corporations, conscious of the need to communicate a valid picture of their present capabilities, have taken to name changing as the best method of updating their public image. The business of selecting a new name for a company or division is a serious one.

A case in point is the Chemetron Corporation, which until it changed its name several years ago, was known as the National Cylinder Gas Co. This year, Chemetron changed the name of one of its divisions to the Votator division, from its original title of Girdler Process Equipment division. The change was made, according to the company, to improve the division's communicability and indicate its broader scope of activity. The division was a pioneer, some 30 years ago, in the development of automatic food processing equipment, but its expansion of product lines and services had made the Girdler moniker obsolete.

IN SELECTING the Votator name, Chemetron officials are capitalizing upon a term that had become the popular trademark of the division's basic line of processing equipment, and gaining in title simplicity. Not only is the change an improvement in the division's public image, it's also a boon to headline and advertising copy writers. It reduces the size of the division's title from 25 to 7 letters.

FLOORING PROBLEM "floored" — Providing flooring materials for industry—an estimated \$50-million business—is a complex, highly specialized field.

Staining and corrosion problems around such places as bakeries, dairies, institutional kitchens, hospitals, laboratories, breweries, chemical plants, and the like require techniques and materials yielding far-above-average performance.

One of the long-favored materials for this heavy duty use is ceramic tile (frequently in its quarry tile form) the same material gaining in popularity as residential flooring. Aiming for an even larger share of the industrial flooring market, domestic tile manufacturers, through their trade organization, the Tile Council of America, have invented a new setting bed and grouting material designed to resist acids and alkalis often present in industrial buildings.

The new material also makes it possible to install tile directly over wooden flooring, a real money-saver during initial installation. The new flooring development "heralds a new era in superb performance for industrial floors at a minimum of cost," according to Dr. J. Vincent Fitzgerald, research director of the Tile Council.

THINGS TO COME — Dress-makers will rejoice over the development of electronic scissors which, the manufacturer claims, can cut out a dress pattern in half the usual time... A musical telephone attachment that provides waiting parties with up to three minutes of classical, popular or spiritual music was recently put on the market... Automated divots have finally arrived! A new electronic golf driving range that doesn't use golf balls or nets, and can be installed indoors or out, uses a computer to chart the direction and distance of the "drive."

WATERED PROFITS—Bathing suit manufacturers are looking to 1962 as the year that new stretchable fabrics will improve the shape of their lean earnings figures. The industry, which doubled its sales during the 1950's only to level off during the past two years, has introduced several new synthetic fabrics which, it anticipates, will substantially increase bathing suit sales, particularly in women's suits. The new fabrics, which are light weight and provide freedom of motion and figure control, will be promoted heavily this spring, according to industry spokesmen.

BITS O' BUSINESS — Industrial earnings, which have lagged behind increased sales in recent months, are finally on the upswing; corporate spokesmen attribute the new earnings trend to the strengthened economy... Consumer prices will rise one to two percent over the 1961 level this year, if a recent prediction by a Labor Department price expert is correct.

Heart Fund Campaign Dates Set

Volunteers for the annual Heart Fund drive are being lined up this week for the solicitation which has been scheduled here for Feb. 14 through Feb. 18.

Area chairmen of the various parts of the city will notify block workers this week where to deliver kits, according to Mrs. Belva Brase, public relations chairman for Region 5.

February has been proclaimed Heart Month by Mayor Albert Isen, who pointed out that medical science "is on the verge of important breakthroughs to further control heart and blood vessel diseases."

Mayor Isen urged citizens and organizations to assist the drive for funds.

STAR GAZER**			
By CLAY R. POLLAN			
<p>ARIES MAR. 21 - APR. 20 20-26-30-36 34-69-73</p> <p>Taurus APR. 21 - MAY 21 9-10-18-27 44-71-82-89</p> <p>Gemini MAY 22 - JUNE 21 1-6-45-48 51-70-76</p> <p>Cancer JUNE 22 - JULY 21 2-8-12-16 20-40-49-50</p> <p>Leo JULY 22 - AUG. 21 23-38-43-49 65-77-81-90</p> <p>Virgo AUG. 22 - SEPT. 21 3-15-29-34 37-48-74</p>	<p>Scorpio OCT. 24 - NOV. 23 43-54-58 61-63-85-86</p> <p>Sagittarius NOV. 24 - DEC. 23 50-55-59-62 72-78-83-88</p> <p>Capricorn DEC. 24 - JAN. 23 13-25-35-41 44-67-84-87</p> <p>Aquarius JAN. 24 - FEB. 23 11-19-21-26 32-37-52</p> <p>Pisces FEB. 24 - MAR. 21 22-23-39-46 53-66-73</p>	<p>Libra SEPT. 22 - OCT. 21 4-5-7-14 17-24-31</p> <p>Scorpio OCT. 24 - NOV. 23 43-54-58 61-63-85-86</p> <p>Sagittarius NOV. 24 - DEC. 23 50-55-59-62 72-78-83-88</p> <p>Capricorn DEC. 24 - JAN. 23 13-25-35-41 44-67-84-87</p> <p>Aquarius JAN. 24 - FEB. 23 11-19-21-26 32-37-52</p> <p>Pisces FEB. 24 - MAR. 21 22-23-39-46 53-66-73</p>	<p>ARIES MAR. 21 - APR. 20 20-26-30-36 34-69-73</p> <p>Taurus APR. 21 - MAY 21 9-10-18-27 44-71-82-89</p> <p>Gemini MAY 22 - JUNE 21 1-6-45-48 51-70-76</p> <p>Cancer JUNE 22 - JULY 21 2-8-12-16 20-40-49-50</p> <p>Leo JULY 22 - AUG. 21 23-38-43-49 65-77-81-90</p> <p>Virgo AUG. 22 - SEPT. 21 3-15-29-34 37-48-74</p>